

Rep Order# 6830032 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103686

Printed: 06/28/2012 10:12 AM
Last Received: 06/27/2012 6:57 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S WEEK 2 SC=*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	NEWS	:30	\$50.00	10/23-10/26	4	1	4	\$200.00	
				Buyline Comment: NEWS								
	2	M	430A-459A	NEWS	:30	\$50.00	10/29-10/29	1	1	1	\$50.00	
				Buyline Comment: NEWS								
	3	M	5A-6A	NEWS	:30	\$200.00	10/29-10/29	2	1	2	\$400.00	
				Buyline Comment: NEWS								
	4	TU-F	5A-6A	NEWS	:30	\$200.00	10/23-10/26	8	1	8	\$1,600.00	
				Buyline Comment: NEWS								
	5	TU-F	6A-7A	NEWS	:30	\$300.00	10/23-10/26	8	1	8	\$2,400.00	
				Buyline Comment: NEWS								
	6	M	6A-7A	NEWS	:30	\$300.00	10/29-10/29	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	7	M	7A-9A	NEWS	:30	\$400.00	10/29-10/29	4	1	4	\$1,600.00	
				Buyline Comment: TODAY								
	8	TU-F	7A-9A	NEWS	:30	\$400.00	10/23-10/26	16	1	16	\$6,400.00	
				Buyline Comment: TODAY								

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Product	BERKLEY FOR SENATE
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Buyer	MICHAEL DIETTORRE
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	3P-4P	PHIL	:30	\$200.00	10/29-10/29	2	1	2	\$400.00	
				Buyline Comment: PHIL								
	21	TU-F	3P-4P	PHIL	:30	\$200.00	10/23-10/26	8	1	8	\$1,600.00	
				Buyline Comment: PHIL								
	22	TU-F	430P-5P	NEWS	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
				Buyline Comment: NEWS								
	23	M	430P-5P	NEWS	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	24	M	4P-430P	NEWS	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	25	TU-F	4P-430P	NEWS	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
				Buyline Comment: NEWS								
	26	TU-F	5P-630P	NEWS	:30	\$450.00	10/23-10/26	8	1	8	\$3,600.00	
				Buyline Comment: NEWS								
	27	M	5P-630P	NEWS	:30	\$450.00	10/29-10/29	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	28	M	730P-8P	FACE	:30	\$225.00	10/29-10/29	1	1	1	\$225.00	
				Buyline Comment: FACE								
	29	TU-F	730P-8P	FACE	:30	\$225.00	10/23-10/26	4	1	4	\$900.00	
				Buyline Comment: FACE								
	*30	SU	730P-8P	VEGAS INC	:30	\$150.00	10/28-10/28	1	1	1	\$150.00	
				Buyline Comment: VEGAS INC								
				Station Remark: V2 NA DT NFL								

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	*52	M	430A-459A		:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
Buyline Comment: EARLY												
Station Remark: V2 NA DT RATE - NEEDS TO BE EITHER \$100 OR \$200												

---REPORT TOTALS---

Report Totals: 168 / \$48,575.00

---SALES MONTHLY TOTALS---

Oct 12: 138 / \$40,930.00 Nov 12: 30 / \$7,645.00

Sales Totals: 168 / \$48,575.00

Station Totals: 168 / \$48,575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$242,875

CATV	0%	KBLR	0%	KINC	0%	KLAS	21%	KSNV	20%
KTNV	32%	KTUD	0%	KVCW	1%	KVMY	1%	KVVU	25%
XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+